

Press monitoring and social media engagement



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| Project Title | Press monitoring and social media engagement |
| Project Summary | Support the Information Office on press monitoring and provide support on social media outreach |
| Country | Panama |
| Agency | Department of State |
| DoS Office | N/A |
| Post | PANAMA |
| Section | PAS |
| Number of Interns | 5 |

Project Description

Interns will provide support, monitoring specific topics that resonate in Panama on both social and traditional media. They will be required to read the Panamanian news and submit two media highlights stories each week prior to 9am, along with two trending topics on Twitter. Support and contribution on the social media content calendar will also be required. Continuing responsibilities will include the suggestion of two Facebook and Twitter posts per week and graphic design support to create infographics and social media content. Other responsibilities will include reviewing the mission's website to update it, the creation of a blog for Panamanian recycling resources, edit videos to be posted on our social media outlets and write drafts for press releases and social media campaigns.

Desired Skills Interests

Skill

News Analysis

Writing

Infographic design

Social Media

Web Writing

Web Design

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| Social Media Marketing |
| Basic graphic design knowledge |
| writing press releases |

Additional Information

Ability to write in Spanish
Basic graphic design knowledge (ability to work with simple tools to create social media posts)

Language Requirements

| Language | Speaking Proficiency | Reading Proficiency | Importance |
|----------|------------------------|---------------------------------|------------|
| Spanish | Elementary proficiency | Native or bilingual proficiency | Required |